

What is claimed is:

1. A method for optimizing the productivity of a sales force, comprising:  
assigning a base value to a lead in a sales pipeline;  
assigning a stage value to the lead based upon a current stage of the lead  
in the sales pipeline; and  
determining a pipeline stage value on the lead based upon the base and  
stage value.
2. The method as in claim 1, further comprising determining an effective  
pipeline value for the pipeline stage value by assessing it with an influencing  
factor.
3. The method as in claim 2, wherein the influencing factor is selected from  
the group consisting of a close percentage, days to close, quota attainment and  
monetary value of an opportunity or group of opportunities.
4. The method as in claim 2, wherein the assessing the pipeline stage value  
comprises performing a mathematical operation on the pipeline stage value with  
the influencing factor.
5. The method as in claim 4, wherein the mathematical function selected  
from the group consisting of summation, multiplication and division.
6. The method as in claim 1, wherein the determining the pipeline stage  
value comprises multiplying the base value by the stage value.

7. The method as in claim 1, further comprising managing the flow of an additional lead into the sales force based upon a pipeline value.
8. The method as in claim 7, wherein the managing the flow comprises restricting the flow of the additional lead based upon the pipeline value.
9. The method as in claim 7, wherein the managing the flow comprises increasing the flow of the additional based upon the pipeline value.
10. The method as in claim 2, further comprising managing the flow of an additional lead into the sales force based upon the effective pipeline value.
11. The method as in claim 1, further comprising assigning pipeline stage value to another lead that enters the sales force.
12. The method as in claim 11, further comprising determining a total stage value for each stage of a sales pipeline.
13. The method as in claim 12, further comprising determining a pipeline value based upon the total stage value.
14. The method as in claim 13, further comprising determining an effective pipeline value.

15. The method as in claim 14, wherein the effective pipeline value is determined by assessing the pipeline stage value with an influencing factor.

16. The method as in claim 15, wherein the influencing factor is selected from the group consisting of a close percentage, days to close, quota attainment and monetary value of an opportunity or group of opportunities.

17. The method as in claim 15, wherein the assessing the pipeline stage value comprises performing a mathematical operation on the pipeline stage value with the influencing factor.

18. The method as in claim 17, wherein the mathematical function is selected from the group consisting of summation, multiplication and division.

19. The method as in claim 1, dynamically adjusting the flow of leads into the sales pipeline based upon an actual value.

20. The method as in claim 19, wherein adjusting is selected from the group consisting of restricting and increasing based upon the actual value.

21. The method as in claim 19, wherein adjusting is comprised of re-routing the lead to other pipelines.

22. The method as in claim 1, further comprising determining a pipeline value for the sales pipeline.

23. The method as in claim 22, further managing leads in the sales pipeline based upon the pipeline value.

24. The method as in claim 22, further comprising regulating other stakeholders.

25. The method as in claim 22, further comprising regulating other activities.

26. The method as in claim 24, wherein the stakeholders is selected from the group consisting of ad agencies, marketing departments, list companies, database companies and teleservices.

27. A computer readable medium containing executable code for optimizing the productivity of a sales force, comprising:

assigning a base value to a lead in a sales pipeline;

assigning a stage value to the lead based upon a current stage of the lead in the sales pipeline; and

determining a pipeline stage value on the lead based upon the base and stage value.

28. The computer readable medium as in claim 27, further comprising determining an effective pipeline value for the pipeline stage value by assessing it with an influencing factor.

29. The computer readable medium as in claim 28, wherein the influencing factor is selected from the group consisting of a close percentage, days to close

quota attainment, and monetary value of an opportunity or group of opportunities.

30. The computer readable medium as in claim 28, wherein the assessing the pipeline stage value comprises performing a mathematical operation on the pipeline stage value with the influencing factor.

31. The computer readable medium as in claim 30, wherein the mathematical function is selected from the group consisting of multiplication, division and summation.

32. The computer readable medium as in claim 27, wherein the determining the pipeline stage value comprises multiplying the base value by the stage value.

33. The computer readable medium as in claim 27, further comprising managing the flow of an additional lead into the sales force based upon the pipeline stage value.

34. The computer readable medium as in claim 33, wherein the managing the flow is selected from the group consisting of increasing and restricting the flow of the additional lead based upon the pipeline stage value.

35. The computer readable medium as in claim 28, further comprising managing the flow of an additional lead into the sales force based upon the effective pipeline value.

36. The computer readable medium as in claim 27, further comprising assigning pipeline stage value to another lead that enters the sales force.

37. The computer readable medium as in claim 36, further comprising determining a total stage value for each stage of a sales pipeline.

38. The computer readable medium as in claim 37, further comprising determining a pipeline value based upon the total stage value.

39. The computer readable medium as in claim 38, further comprising determining an effective pipeline value.

40. The computer readable medium as in claim 39, wherein the effective pipeline value is determined by assessing the pipeline stage value with an influencing factor.

41. The computer readable medium as in claim 40, wherein the influencing factor is selected from the group consisting of a close percentage, days to close, quota attainment and opportunity value.

42. The computer readable medium as in claim 39, wherein the assessing the pipeline stage value comprises performing a mathematical operation on the pipeline stage value with the influencing factor.

43. The computer readable medium as in claim 42, wherein the mathematical function is selected from the group consisting of multiplication, division and

summation.

44. The computer readable medium as in claim 27, dynamically adjusting the flow of leads into the sales pipeline based upon an actual value.

45. The computer readable medium as in claim 44, wherein adjusting is selected from the group consisting of increasing and restricting the flow of leads based upon the actual value.

46. The computer readable medium as in claim 44, wherein adjusting is comprised of re-routing the lead to other pipelines.

47. The computer readable medium as in claim 27, further comprising determining a pipeline value for the sales pipeline.

48. The computer readable medium as in claim 47, further comprising managing leads in the sales pipeline based upon the pipeline value.

49. The computer readable medium as in claim 47, further comprising regulating other stakeholders based upon the pipeline value.

50. The computer readable medium as in claim 47, further comprising regulating other activities based upon the pipeline value.

51. The computer readable medium as in claim 49, wherein the stakeholders is selected from the group consisting of ad agencies, marketing departments, list

companies, database companies and teleservices.

52. An apparatus for optimizing and managing sales leads, comprising:  
a base value generator that adds a base value to a lead in a sales pipeline;  
a stage value generator that adds a stage value to the lead based upon a current stage of the lead in the sales pipeline; and  
a pipeline stage value generator, linked to the base value generator and stage value generator, that generates a pipeline stage value on the lead based upon the base and stage value.

53. The apparatus as in claim 52, further comprising a pipeline regulator that dynamically adjust the flow of pipeline resources into the sales pipelines.

54. An apparatus for optimizing and managing sales leads, comprising:  
a pipeline calculator that assess a value to a lead into a sales pipeline based upon at least one factor; and  
a pipeline regulator that dynamically adjusts the flow of resources into the sales pipeline based upon the value.

55. The apparatus as in claim 51, further comprising a pipeline calibrator that is linked to the pipeline regulator.

56. A system for optimizing the productivity of a sales force, comprising:  
means for assigning a base value to a lead in a sales pipeline;  
means for assigning a stage value to the lead based upon a current stage of the lead in the sales pipeline; and



means for determining a pipeline stage value on the lead based upon the base and stage value.

57. The system as in claim 56, further comprising means for determining an effective pipeline value for the pipeline stage value by assessing it with an influencing factor.

58. The system as in claim 57, wherein the influencing factor is selected from the group consisting of a close percentage, days to close, quota attainments and opportunity value.

59. The system as in claim 57, wherein the means for assessing the pipeline stage value comprises means for performing a mathematical operation on the pipeline stage value with the influencing factor.

60. The system as in claim 59, wherein the mathematical function is selected from the group consisting of multiplication, division and summation.

61. The system as in claim 53, wherein the means for determining the pipeline stage value comprises multiplying the base value by the stage value.

62. The system as in claim 56, further comprising means for managing the flow of an additional lead into the sales force based upon the pipeline stage value.

63. The system as in claim 62, wherein the means for managing the flow comprises means for restricting the flow of the additional lead based upon the

pipeline stage value.

64. The system as in claim 62, wherein the means for managing the flow comprises means for increasing the flow of the additional based upon the pipeline stage value.

65. The system as in claim 57, further comprising means for managing the flow of an additional lead into the sales force based upon the effective pipeline value.

66. The system as in claim 56, further comprising means for assigning pipeline stage value to another lead that enter the sales force.

67. The system as in claim 66, further comprising means for determining a total stage value for each stage of a sales pipeline.

68. The system as in claim 67, further comprising means for determining a pipeline value based upon the total stage value.

69. The system as in claim 64, further comprising means for determining an effective pipeline value.

70. The system as in claim 69, wherein the effective pipeline value is determined by assessing the pipeline stage value with an influencing factor.

71. The system as in claim 56, further comprising means for determining a

pipeline value for the sales pipeline.

72. The system as in claim 71, further comprising means for managing leads in the sales pipeline based upon the pipeline value.

73. The system as in claim 71, further comprising means for regulating other stakeholders based upon the pipeline value.

74. The system as in claim 71, further comprising means for regulating other activities based upon the pipeline value.

75. The system as in claim 73, wherein the stakeholders is selected from the group consisting of ad agencies, marketing departments, list companies, database companies and teleservices.

76. A method for regulating a sales pipeline with leads, comprising:  
provisionally conveying a lead to a pipeline;  
determining if the pipeline has the capacity to handle the lead; and  
regulating the flow of leads into the pipeline based upon the determination.

77. The method as in claim 76, wherein the step of regulating comprises restricting the flow of leads into the sales pipeline.

78. The method as in claim 76, wherein the step of regulating comprises replenishing the flow of leads into the sales pipeline.

79. The method as in claim 77, further comprising notifying a lead generator to reduce the number of leads into the pipeline.

80. The method as in claim 79, wherein the lead generator is a marketing department.

81. The method as in claim 78, further comprising notifying a lead generator to increase the number of leads into the pipeline.

82. A method for assessing a sales pipeline comprising:  
determining a pipeline value for the sales pipeline; and  
managing flow of a lead into the sales pipeline bases upon the pipeline value.

83. The method as in claim 82, further comprising transmitting a message in response how the sales pipeline is managed in response to the pipeline value.

84. The method as in claim 82, further comprising tracking the historical performance of an aspect of the sales pipeline.

85. The method as in claim 82, wherein the aspect is selected from the group consisting of a sales representative performance and lead time.

86. A computer readable medium containing executable code for optimizing the productivity of a sales force, comprising:

determining a pipeline value for the sales pipeline; and  
managing flow of a lead into the sales pipeline bases upon the pipeline value.

87. The computer readable medium as in claim 86, further comprising transmitting a message in response how the sales pipeline is managed in response to the pipeline value.

88. The computer readable medium as in claim 86, further comprising tracking the historical performance of an aspect of the sales pipeline.

89. The method as in claim 86, wherein the aspect is selected from the group consisting of a sales representative performance and lead time.

90. A system for assessing a sales pipeline comprising:  
means for determining a pipeline value for the sales pipeline; and  
means for managing flow of a lead into the sales pipeline bases upon the pipeline value.